

ZERO WASTE STOCKHOLM



ANNUAL REPORT
FOR 2021



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ZERO WASTE STOCKHOLM

We are a non-profit association 100% driven by volunteers. We envision the Zero Waste Lifestyle as striving to live by the 6R's principles below to reduce our individual ecological footprint.

The 5R'S:

- **REFUSE** what you do not need,
- **REDUCE** what you actually need but can't refuse,
- **REUSE** the things we consume
- **RECYCLE** the things that you can't refuse,
- **ROT**/compost the rest.

In our philosophy we have added a 6th 'R':

- **RETHINK** consumption of products and services that have a negative impact on our individual ecological footprint and the working conditions of the people involved in making them.



OUR MISSION

To inspire and guide Stockholmers to reduce their ecological footprint in relation to the climate crisis. We see waste awareness as a first step on the sustainability journey. We bridge the gap between individuals, companies and the municipality to support a zero-waste Stockholm.

OUR VISION

A city where the concept of trash is obsolete.

Nov 20th 2018
ZWS becomes a legal association

2018:
A group of friends come together

2019
ZWS opens up to volunteers and hits the ground running!

2020
Membership and sponsorship is rolled out to support expansion and a stable foundation

2021
ZWS become a partner in Minimeringsmästerna!

A MORE THAN NEEDED WASTE PREVENTION



Stockholm Vatten och Avfall, 2017

In 2018, greenhouse gas emissions from waste treatment and incineration reached 3,43 million tons, representing **6,73% of Sweden's territorial emissions.**

Trends show that emissions from waste incineration - especially of fossil-based waste such as plastic - are going to increase as more waste incinerators are built, delaying Sweden's effort for decarbonisation.

European legislation updated the reporting for recycling statistics to show more accurately what is recycled or not. Incineration is not reported as recycling anymore, only the material at the input of a recycling process is counted as recycled. The quantity and the quality of material lost during the recycling process is still invisible in the recycling statistics.

Only 15% of the plastic packaging from households was recycled in Sweden, far from the 50% target for 2020. Greenhouse gas emissions from waste incineration are still growing, leading us in the opposite direction from a climate neutral and circular society.

Waste prevention is more important than ever but alternatives to single use are lacking. Roadmap for plastic reduction in Sweden focus on improving recycling: single use will still be the norm in the following decade.

Information about reusable alternatives will be mandatory in restaurants and on packaging but there is no requirement on replacing single use items by reusables where it could be possible.

[\(More info can be read on our article here\)](#)

A LETTER FROM OUR PRESIDENT



Adeline Riblet Olofsson

Dear Friends,

It is incredible to think back to 2021 and realize it was the year we got to see big advertising posters everywhere in Stockholm with the city challenging Stockholmers not to buy clothes for a year. Even more impressive to note that Zero Waste Stockholm now is an official partner of the city to help guide ten families through the Minimeringsmästerna challenge of reducing their waste by half during a year running from October 2021 through October 2022. It was so inspiring to meet with the participating families at the opening ceremony at the townhall and to hear their motivation in taking part in the project. It reminded us about the importance of our purpose as an association.



We strive to inspire Stockholmers to live a more sustainable lifestyle where waste should be avoided or reduced to be mindful of the precious and limited resources of our planet. This mission continues to drive us and has led to many great achievements this year that further strengthen our activity and its impact:

- **A partnership with the city of Stockholm for Minimeringsmästerna**
- **A place to meet IRL at Dynamo Café run by the association Demokratipiloterna.** We have become a member of the association Demokratipiloterna supporting around 40 associations in giving them access to the café and meeting place Dynamo in SoFo. Demokratipiloterna works with focus on people with mental illness and has at heart to work on inclusion. The place is open to all who want to participate in the activities or have a place to be. This will allow us to have a place where we can have board and project group meetings as well as meet with our community.

- A Newsletter to share our activities and news with the community
- A podcast where we interview different experts on the topic of zero waste and sustainability
- A short documentary featuring our work around BYO and the association



And many more achievements that you can read further about in this report.

2022 looks bright to get even more echo to our work with the ban of some of the single-use plastics items (straws, plastic plates and cutlery...) coming into effect on January 1st and the release of the government's plan to phase out plastic in February(1). However we need to make sure this plan translates into concrete measures to enable the transition to reusables at a large scale while continuing our work of showing the many possibilities brought by a low-waste lifestyle.

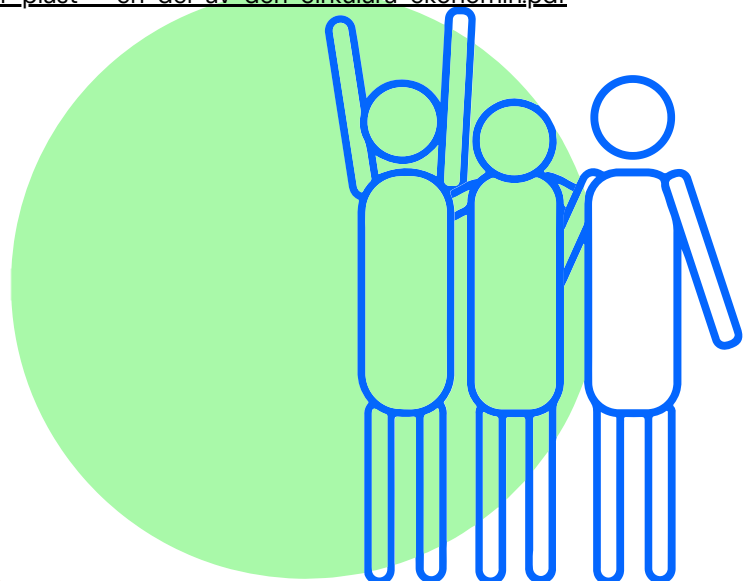
We hope this report will awaken your interest in supporting us in our vision of a city where the concept of waste is obsolete.

Yours sincerely,

Adeline and the team at Zero Waste Stockholm

A handwritten signature in black ink, appearing to be 'Adeline'.

1. <https://www.regeringen.se/492668/contentassets/f629efb66bab423883d608e0f329b19c/sveriges-handlingsplan-for-plast---en-del-av-den-cirkulara-ekonomi.pdf>



OUR TEAM

THE BOARD

Ten board members with different backgrounds are leading the work of the association, all on a voluntary basis. Board members are elected for one -two years during the general assembly:



ZWS Board 2021

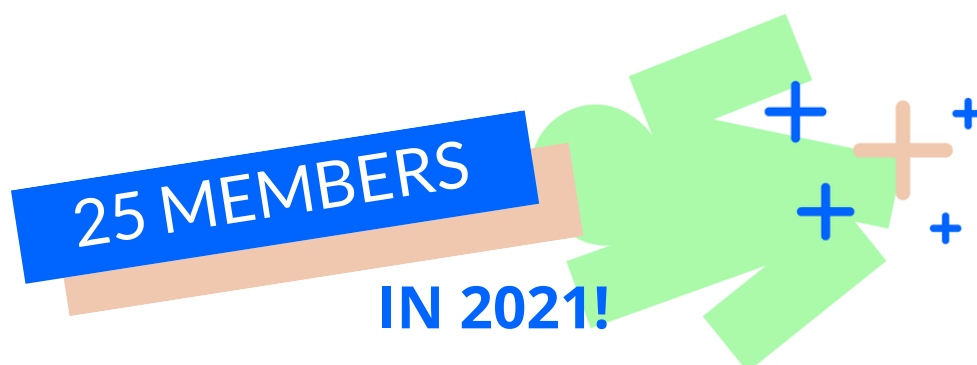
From top left:
Adeline Riblet Olofsson,
Vincent Lecoanet, Béatrice Agrell,
Giovanna Eccher Dall'Eco, Linnea
Petsonk, Susannah Cook, Lucie
Váňová, Elodie Barraud, Victoria
Vassen, Adam Webb and
Laran Matta

VOLUNTEERS

From the beginning of 2019 we grew from less than a dozen individuals to a team of **50** active volunteers that have contributed, led and participated in various parts of our working groups and supported the growth and mission of our association.

MEMBERS

At the end of 2020 we opened up for membership to help grow the ZW movement in Stockholm and gain support for the expansion and development of the association.



OUR WORKING GROUPS

We operate with independent working groups that all have a specific mission and goals. We allow volunteers to organize their way of working, with the ultimate mission of supporting ZW in Stockholm. An elected group leader ensures that communication across all groups and the board is managed.

ZWS Organizational Chart



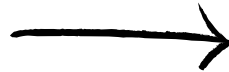
COMMUNITY WORKING GROUPS

BRING YOUR OWN

'Raise awareness about the BYO behavior among shop managers and their customer base'



4 active volunteers
Created a documentary about BYO
Ran a BYO coffee cup campaign on social media



12

new shops added

[A map of all our BYO partners](#)

12 online workshops, with a participation of around **10-28 participants /workshop!**

WORKSHOPS

Topics: ZW for beginners, ZW in the kitchen, feminin hygiene, shopping bag comparison study, textile, quiz for families, Christmas, Minimeringsmästerna

201 participants in total

10

Meetups hosted

MEETUPS

'Fostering a ZW community through events that project the ZW spirit'

Themes such as:

Easy ZW swaps, AWs with Hushället, Lifelong, Vågen, Recycling in Stockholm, ZW fashion, ZW life hacks for the summer, Mindful Houseplants-Care, Minimizing food waste etc

14-28 participants/event

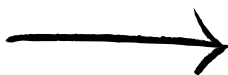
ADVOCACY WORKING GROUPS

ADVOCACY

'Make our voice heard at the political level trying to change legislation'

Review of the directive for the ban of single-use in Sweden and submission of our motions/comments to Natursvårdverket

Read the motion sent [here](#)



Article explaining the new labels as part of the directive



New Warning Label about Plastic in Products Soon Coming to Sweden



RESEARCH

3 Articles

- Recycling rates & product lifetime in the circular economy.
- How do waste management and incineration in Sweden contribute to climate change?
- Why the new national milestone target for reusable packaging is a step in the right direction but is not enough

2 Lectures

09/11 Lecture at the Student Association at the Stockholm School of Economics.

50 participants

10/11 Lecture at the Mälardalen University Sustainability Days 2021.

150 participants

MINIMERINGSMÄSTERNA

Zero Waste Stockholm now is an official partner of the city to help guide ten families through the Minimeringsmästarna challenge of reducing their waste by half during a year running from October 2021 through October 2022.

10
families

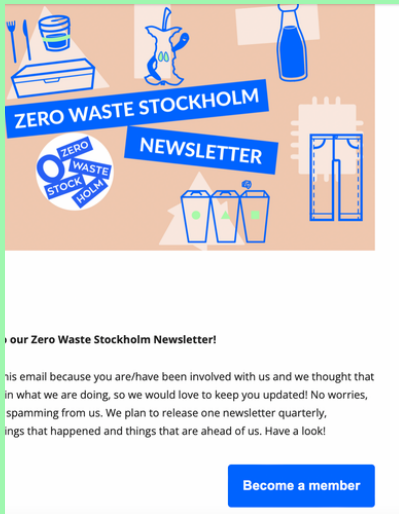


Opening meeting with the families at Stadshuset in october 7

COMMUNICATION WORKING GROUPS

NEWSLETTER

We launched a newsletter to share about our activities to the community. We sent two issues, one in June and one in October.



WEBSITE

Re-design of website pages and presentation to make it clearer to users

PODCAST

"LET'S TALK TRASH"

We also launched a podcast filled with interviews of environmentally engaged individuals about their zero-waste journey. Find out about what changed their behaviour, who or what is to blame for insufficient policy, and if they had the ultimate power, what would they change tomorrow. Sounds interesting? Have a listen here or wherever you listen to your podcasts!

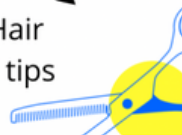


SOCIAL MEDIA & CAMPAIGNS

Gained some extra followers-
Reached 1,355 instagram followers and 2,554 on Facebook

HAIR

Zero Waste Hair routines and tips



ZERO WASTE FASHION DAYS



ZW Fashion Days - During May we organized fashion-focused events on our social media. Among others, we had external guests: Nora Eslander - brand manager at Re:newcell who introduced us to textile recycling, and Katarina Evans - textile designer who shared her repair & mending knowledge.



Coffee Cup Campaign - At the end of January, the BYO team organized this campaign promoting simple ZW actions that reduce the use of take away coffee cups! It included a competition for reusable coffee cups with our partner Green Little Heart 

We also ran the ZW Hair theme where we explored ways of how taking care of our hair can be done more sustainably and zero waste friendly.

FINANCIAL REPORT

2022

The financial status of the association is detailed below. The fiscal year of Zero Waste Stockholm is from January 1st to December 31st. In 2021 . We also started the membership and sponsorship programs in 2020 and hope that will continue to keep our association sustainable in the future.

Balance statement

	2021 SEK	2020 SEK
Assets		
Shares	0	900
Receivable	0	0
Cash at bank	11 894	9 252
Total assets	11 894	10 152
Liabilities and equity		
Profit for the period	-1 742	-8 622
Profit brought forward	-10 152	-1 530
Debts	0	0
Total liabilities and equity	-11 894	-10 152

FINANCIAL REPORT

2019 & 2020

Income Statement

	2021 SEK	2020 SEK
Revenue		
Sales of products *	0	140
Sales of services	0	7 530
Membership fees	5 400	6 850
Donations	320	2 946
Total Revenue	5 720	17 466
Expenses		
Rent	0	-640
Material for projects	-61	-4 374
IT Services	-1 060	-2 481
Bank fees	-722	-1 289
Other costs	-2 135	-60
Total Expenses	-3 978	-8 844
Profit over the period	1 742	8 622

*Products to support individuals on their zero waste journey were sold at events in which ZWS took part

OUR VISION FOR 2022

Our board has set out goals for 2022 to grow the association and support our mission and vision for Stockholm.

- Reach a broader audience in Stockholm and Sweden by creating campaigns with partners and by holding workshops at companies.
- Gain momentum by supporting the application of the law around single-use plastic.
- Increase access to bulk-products and reusables through partnerships with local "zero-waste" entrepreneurs.
- Ease up the transition to a low-waste lifestyle through public meet-ups and workshops.
- Normalize BYO through campaigns inspiring people to choose reusables.

AND BEYOND!

- Employ someone part time to hold workshops at companies.
- Adapt our projects to grants supporting waste reduction.
- Create a ZW festival where Stockholm can meet all actors of waste reduction and listen to inspirational speakers.

THANK YOU

A warm thanks to the over 50 volunteers who are on this journey with us and have made Zero Waste Stockholm what it is today. From initial conception, to the founding of an official association, to the countless hours that are spent planning and executing our events, outreach, and collaborations...

WE THANK YOU!

We look forward to the growth we will experience in the coming years, to help spread the message of zero waste, sustainability and a brighter future for us all.



& A SPECIAL THANKS

to our sponsors and partners who help promote the foundations and ethos of Zero Waste in all they do!



ZERO WASTE BUTIK

[Vågen](https://vagen.se)



LEKOBX

[Lekobox](https://lekobox.se)

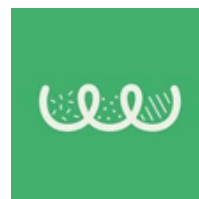


lifelong.eco



HUSHÅLLET

hushalletstockholm.se



unwrapped.se



Stockholms stad

[Stockholmsstad](https://stockholmsstad.se)